About ALLi
The Alliance of Independent Authors
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The Alliance of Independent Authors is a professional membership organisation fostering ethics and excellence in self-publishing, and being an ally to the indie author community, since 2012.

We are a non-profit, community interest company providing independent authors with trusted self-publishing advice, support, and resources within a welcoming and active community of thousands of authors.

We bring together the world’s best indie authors, advisors, and vetted services, offering contacts and campaigns, education and collaboration together with trusted guidance on how to self-publish well.

www.allianceindependentauthors.org   |   info@allianceindependentauthors.org
Some Social Statistics

Top 5% of global podcasts
selfpublishingadvice.org/podcast

Founder and Director Oma Ross named in the 100 most influential people in publishing list

46,000 Twitter Followers @IndieAuthorALLI

60,000 author subscribers

Writer’s Digest 101 Best Websites for Writers 2022

1 the only global self-publishing writing association

Indie Champion 2021

www.allianceindependentauthors.org | info@allianceindependentauthors.org
Self-Publishing: challenging expectations

LJ Ross
Author of the UK’s second bestselling series of all time (outselling Harry Potter!) and shortlisted for the British Book Awards.

ljrossauthor.com

Rupi Kaur
Canadian poet who sold 8 million copies of her self-published poetry book with her empowering message to young Sikh women.

rupikaur.com

Joseph Alexander
Built a music publishing business and has sold more than 350,000 ‘how to play an instrument’ books.

fundamental-changes.com

Quality and quantity
39% of Amazon book royalties are paid to indie authors. 30-34% of ebook sales are by indie authors. Readers rate traditionally published and self-published books equally on Amazon’s 5-star reviews system.

www.allianceindependentauthors.org | info@allianceindependentauthors.org
ALLi: the best source for original research and global facts and figures about self-publishing

Not only does ALLi commission its own original independent research (the Indie Author Income Survey), it also collates research from across the sector (the Big Indie Author Data Drop).

Did you know?

- Self-published authors earn more than traditionally published authors. (ALLi 2023)
- In traditional publishing, men out-earn women by 41.4%. In self-publishing, women out-earn men by 40.9% (ALLi 2023)
- 75% of book sales are part of a series, both for fiction and non-fiction (Draft2Digital 2023)
- More than 2,000 self-published authors have surpassed $100,000 in royalties (Amazon, 2022)
- Financially successful authors don’t have ‘agreeable’ personalities... and that’s a good thing! (Kingston University, 2023)

www.allianceindependentauthors.org/facts
What We Do

**Membership**
For authors at every stage of their business, from pre-published to Authorpreneurs, offering a wide range of benefits.

**Vetted Services**
We vet and partner with high-quality publishing services, from editors to cover designers and more, to ensure authors receive excellence and ethical service.

**Advice Centre**
Our advice center has over a decade of expertise in providing high quality self-publishing advice to authors, via guidebooks, blogs, podcasts, forums, videos and more.

**Campaigns**
We use our global contacts and influence to campaign for the success of indie authors, ensuring their voices are heard and they are included across the publishing industry.
We Think Global and Act Local

ALLi authors are found all over the world, with most members in countries where self-publishing is most established. Through our member, ambassador and organization network, we foster the growth of self-publishing, and the equitable treatment of indie authors everywhere, and at all levels of society.

We currently liaise with government and creative industry representatives across seven key publishing territories:

- Australia
- Canada
- Europe
- New Zealand
- South Africa
- United Kingdom
- United States

We have team members, ambassadors and partner organizations (both publishing services and writing associations) all around the globe, allowing us to think global and act local.

www.allianceindependentauthors.org | info@allianceindependentauthors.org
Contact Us

For interviews and other requests
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We are your self-publishing ALLi